SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the challenges and limitations of Consumer Research and suggest ways to overcome them.

17. Analyze the role of social class in influencing Consumer Behaviour.

18. Examine the entire consumer decision-making process, highlighting the importance of each stage

19. Explain Maslow's Hierarchy of Needs and analyze its relevance in understanding consumer motivation and behavior.

20. Compare and contrast the Black Box Model and the Howard.

APRIL/MAY2025

23PSCM44/23PSCP44 — CONSUMER BEHAVIOR (SEC III)

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. What is the nature of Consumer Behavior?

2. State the meaning Consumer Research.

3. Define external influences in Consumer Behavior.

4. List out beliefs and attitudes and their impact on Consumer Behavior.

5. What is consumer decision-making process?

6. Describe the impact of post-purchase evaluation on brand loyalty.

7. What do you understand by consumer motivation?

8. List the relationship between personality and consumer behavior

9. Define marketing communication process.

10. List out the concept of consumer rights.

SECTION B — (5 × 5 = 25 marks)

Answer ALL the questions.

11. (a) Discuss the nature of Consumer Behaviour and how it influences marketing decisions.

Or

(b) Show the process of collecting and evaluating secondary data in Consumer Behaviour research.

12. (a) Explain how culture influences Consumer Behaviour with examples.

Or

(b) List the role of memory in Consumer Behaviour and its impact on brand loyalty.

13. (a) Discuss the various types of consumer decisions and explain how they differ based on the level of involvement.

Or

(b) Explain the concept of alternative evaluation in the consumer decision-making process.

14. (a) Explain the main principles of Psychoanalytic Theory in relation to consumer motivation.

Or

(b) Describe Trait Theory and how it helps in predicting consumer behavior.

15. (a) Explain the marketing communication process.

Or

(b) Discuss the role of persuasive communication in marketing.